

# MAZDA ANNOUNCES PRICING FOR 2011 MAZDA2 SUBCOMPACT

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[2011 MAZDA2\\_17](#)

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NEW YORK - The all-new 2011 MAZDA2 will begin to arrive in U.S. showrooms in July 2010, with a starting manufacturer's suggested retail price (MSRP) of \$13,980.

Zoom-Zoom in its most concentrated form, MAZDA2 is the latest in a line of stylish, insightful and fun-to-drive small cars from Mazda, and will bring an all-new level of refinement to the segment. MAZDA2 is a car that only the engineers at Mazda could have created. It was designed and engineered from scratch to be a pure Mazda, offering the sort of driving experience that could only come from the company that developed the timeless MX-5 two-seat roadster, and it brings a combination of athletic design and dynamic performance to the [subcompact](#) [4] class.

Priced from \$13,980, excluding destination charges of \$750, the 2011 MAZDA2 is available in two trim levels - the entry level Sport and top grade Touring. Both trim levels offer the versatility, features and style consumers in the market for a subcompact want, at a price they can afford.

The well-equipped MAZDA2 Sport is powered by a 100 horsepower, 1.5-liter four-cylinder engine and is available with either a five-speed manual or four-speed automatic transmission (priced from \$14,780). Standard features include Anti-lock Braking System (ABS), Dynamic Stability Control (DSC) with Traction Control System (TCS), Electric Power Assist (EPAS) steering system, 185/55/R15 all-weather tires mounted on 15-inch steel wheels with full wheel covers, body-colored door handles and power mirrors, air conditioning, power windows and door locks, AM/FM/CD/MP3 stereo with four speakers, audio auxiliary jack, tilt steering wheel, remote keyless entry system, rear window wiper/washer and 60/40 split fold-down rear seats. In addition to ABS, DSC and TCS, standard safety features include "Triple H" body construction, side-impact door beams, crushable brake and accelerator pedal assembly, advanced dual front air bags, front seat side air bags, side air curtains, engine immobilizer anti-theft system, second row LATCH child safety seat anchors and a Tire Pressure Monitoring System (TPMS).

With a starting price of \$15,435, the MAZDA2 Touring is equipped with a five-speed manual transmission or available four-speed automatic transmission, starting at \$16,235. All Touring models feature upgraded cloth seat fabric with red piping, 15-inch alloy wheels, fog lights, rear roof spoiler, chrome exhaust tip, leather-wrapped steering wheel-mounted audio and cruise controls, trip computer and a six-speaker AM/FM/CD/MP3 stereo system.

Available accessories include a rear bumper guard, wheel locks (Touring models only), all-weather floor mats, cargo net, center console with armrest and auto-dimming rearview mirror with compass, Homelink® and orange backlit buttons.

Celebrating its 40th Anniversary in the United States in 2010, Mazda North American Operations is headquartered in Irvine, Calif. and oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; and in Mexico by Mazda Motor de Mexico in Mexico City.

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EDITOR'S NOTE: For more information on Mazda vehicles, visit the online Mazda media center at [www.mazdausamedia.com](http://www.mazdausamedia.com) [5]. Product B-roll may be ordered online by visiting The News Market at [www.thenewsmarket.com/mazda](http://www.thenewsmarket.com/mazda) [6].

<b>Attachment</b>	<b>(click to download)</b>
<a href="#">2011 MAZDA2 Price Bulletin MSRP.pdf</a> [7]	76.49 KB

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